SPIRIT CLUES FAIL IN ELWELL MURDER

Onija Experts Give Police 'Solutions' Which Do Not Solve.

'DRY' AGENTS MAY HELP

Booklegging Arrests Are Expected to Produce New

the mystery surrounding the death of Joseph Bowne Elwed, whist expert and

West Side home June 11. lice and the staff of the District At-lice and the staff of the District At-torney have received to date upward torney have received to date upward tall it would be safe to make a later attempt. of a score of letters purporting to come from persons claiming remarkable psychic powers or externe intimacy with CHILLED BEEF TO BE the oulja board, each of which pretends to give the solution of this most baf-fling of police mysteries.

Unfortunately no two of the writers agree on who killed Elwell, and the officials have come to conclude that the crime sleuths of the spirit world. make mistakes just as human sleuths

Other oulia boards have been more spe-cific and have furnished names. In fact It was found that the refrigerating cific and have furnished names. In fact haif a dozen of the dead man's acquaintances are specifically accused of the murder in these communications.

It was found that the refrigerating machinery could not be repaired in Beligium because it was purely of American construction and essential parts could According to John T. Dooling, Assistant District Attorney, who has been working continuously in an effort to clear up the mystery, the letters offering a solution continue to pour into the prosecutor's office day after day, and in some instances the same person has not considered and the same person has not construction and essential parts could not construct on an essential parts could not construct on an essential parts could not construct on an essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and essential parts could not construct on the construction and e

to report progress, although there were this will bring the price down hints from both branches that an ar-

working upon several clues which were unknown to the members of the Dis-

The prophesied arrests in connection with "bootlegging" transactions in which certain associates of Elwell were engaged are expected within the next few days, and it is probable that evi-dence which has been gathered by the local force of prohibition enforcement agents will be laid before the Federal J. H. Tregoe Says Put All Surgrand Jury before the end of the week.

CHANGES MADE IN ROCKEFELLER STAFF

Appointments and Promotions Are Announced.

several promotions have been announced

by the board of scientific directors of Rockefeller Institute for Medical Research. The election of Dr. Win-throp J. V. Osterhout as a member of the board to succeed the late Dr. Theo-dore C. Janeway was also announced. Following are the promotions: Dr. Alfred E. Cohn, associate member in medicine, has been made a member: Dr. Peyton Rous, associate member in pa-thology, has been made a member; Dr. Locald D. Van Styke, associate mem-ber in chemistry, has been made a mem-ber: Dr. Francis G. Blake, associate in medicine, has been made an associate member; Dr. John H. Northrop, assocrate in experimental biology, has been made an associate member: Dr. James: H. Austin, an assistant in medicine, has been made an associate; Dr. Harry W. Graybill, an assistant in the department

of animal pathology, has been made an associate: Miss Helen L. Fales has been made an associate in chemistry, Dr. Philip D. McMaster in pathology and bacteriology and Miss Marion L. Orcutt in animal rathology.

The following new appointments were announced: Dr. Harry Clark, associate member of pathology and bac-teriology; Dr. Pierre L. du Nony, asso-ciate member in experimental surgery; Dr. Paul H. de Kruif, associate in pa-thology and bacteriology; Dr. Lloyd D. Felton, associate in pathology and bac-teriology; Dr. Rudolph W. Glaser, as-sociate in the department of animal pathology: Dr. Carl A. L. Binger, assistant in medicine; Dr. Ralph H. Boots, assistant in medicine; Dr. Raiph H. Boots, assistant in chemistry; Dr. Charles P. Miller, Jr., assistant in medi-cine; Dr. Eugene V. Powell, assistant in X-ray; Dr. Leslie T. Webster, as-sistant in pathology and bacteriology; Dr. Goroney O. Broun Miss Katherine Dr. Goronwy O. Broun, Miss Katherine M. Dougherty, Dr. Andre L. E. Gratia

POLICE UNABLE TO FIND BLAKE CRAFT Believe It Was One McDer-

mott Salvaged and Lost.

and Dr. Thomas J. Le Blanc, fellows in pathology and bacteriology, and Henry S. Simms, fellow in chemistry.

The search for the body of James H. Blake and the skiff in which he dis-appeared so mysteriously from a Clason Repeared so hysteriously from a Clason.

Foint shippard ten days ago yielded. Tony nothing yesterday. Two police launches layer, die spent the entire day in Flushing Bay. lem Hos Bowery Bay and the vicinity of Rikera. July 6. Bowery Hay and the vicinity of Rikers July 9. The case of Levind seaking vigus of the recident, to determine if possible they believe must have resulted ease was contracted. In the broker's death but neither a splinter nor a shred of clothflux which would give a circ had rewarded their ci-

forts at nightful.

The police believe that the engine which Piter Mediernott from the small boat on the share of North Beach one week ago Saturday is the one which Mr. Blake sought to have installed in his boat when he left the yard of the Dawn Boat and Shipbuilding Corporation on the evening of July 2. McDermott's description of the boat coincides so well with what is known of the Blake craft that the police are reasonably sure it was Mr. Blake's boat which McDermott salvaged and later lost.

Information which the police have adds strength to the theory that in some manner there was a blaze on the small craft and in trying to extinguish it, or perhaps save himself from burning, Mr. Blake fell or jumped overboard and was drowned. Members of the marine di-Brake fell or jumped oversoard and was drowned. Members of the marine di-vision who are familiar with the recov-ery of the bodies of drowned persons say that the body should rise to the surface early this week if Mr. Blake met his in the manner they believe he did.

BURGLAR'S ATTEMPT FOILED BY NURSE Chases Man She Saw Leaving

House-Causes Arrest.

Edward Hazlitt, 45 years old, of 149 Forsythe street, was held yesterday without bail by Magistrate Fish in the Flatbush Court on a charge of attempted burglary. He is charged with having attempted to rob the home of Dr. A. M. Quinn at 16 Seventh avenue, in the Park

Evidence.

Evidence.

Evidence.

Evidence.

Evidence.

Even the denizens of the spirit world feem unable to agree upon a solution of the mystery surrounding the death of the content of the replacement of the Real Estate Board of the Real Estate Board of the spirit world secretary of the Real Estate Board of the past secretary of the Real Estate Board of the spirit world secretary of the Real Estate Board of the spirit world secretary of the Real Estate Board of the anti-rent profiteering laws of the anti-rent profiteering laws of the anti-rent profiteering laws of the spirit world says tiffst an analysis of construction figures and Carlton avenue and placed the mystery surrounding the death of the mystery surrounding the death of the content of the replacement of the Real Estate Board of the anti-rent profiteering laws of the anti-re

him under arrest.

Haziiti, the police say, has a record sportsman, who was murdered in his of burglaries. He carried a noteon it, in which was written the address of Dr. Through official sources the news the day he visited the house, rang the leaked out yesterday that both the po- bell and, receiving no answer, evidently

SENT TO BELGIUM

The Lloyd Royal Belge bought, sev-Among the letters are eleven in which eral months ago, the American transport the writers base their theories upon the McClellan, which is a refrigerating ship, the writers base their theories upon the result of consultations with ouifa boards. One declares that ouifa told him or her that Elwell was slain by "a young woman." Another says he was slain by a racing man. One accuses "a young mother" of having committed the deed. One calls the case a suicide.

construction and essential parts could be obtained only in America. The

that the best cuts of beef in Belgium cost seven francs a pound, equivalent to written several communications sug-gesting courses of investigation. Each gesting courses of investigation. Each greens positive that his or her theory is this is too much for beef. The people With the investigation into the cause of Elwell's death entering upon its second month yesterday neither the police able to sell American chilled beef for nor Darrict Attorney's office were able

President Arthur Brys of the Bloyd rest "may not be far distant."

The homicide squad, under the direction of Capt. Arthur Carey, has been regular freight schedule and the beef will regular freight schedule and the beef will cross the sca at cost. If the experiment working upon several clues which were cross the sea at cost. If the experiment unknown to the members of the Dis- is successful two more refrigerating trict Attorney's staff, and there is ships now ewned by the United States anxiety in each department lest the other should beat it to a solution of the Belgian holdings of cold storage beef will be cleaned out,

RAPS HOARDING AS AID TO RADICALISM

plus in Bank.

J. H. Tregoe, secretary-treasurer of the National Association of Credit Men, setting forth thrift as a real means of valvation to the country for effectiveness against radicalism, said yesterday that people ought to carry less pocket oney, putting it in banks instead.
"The Federal Reserve system has

venteen new appointments and given us machinery for supplying legitimate requirements," he said. "but it is highly desirable that the issue of Federal reserve notes should not go beyond the present point. That volume

"The hoarding of currency is to be especially condemned. There is a pronounced tendency to hoard among for eign born workers, whose earnings toenjoyed before. Our efforts should be to establish the confidence of these people in our various classes of savings institutions and to get into circulation all this large amount of currency now kept

Mr. Tregoe said thrift is not a matter of sentiment or of personal duty, but is the best assurance of prosperity and

SHOTS FIRED AS COPS FIGHT 'CRAPS' GANG

Two Arrested After Reserves Arrive.

Detective Walter Hogan and Reserve Patrolmen Harry Cox and Thomas Boyle of the West Forty-seventh street station came on fifteen men shooting craps in front of 322 West Fifty-second street yesterday afternoon. Instead of grabbed one of them and put him under arrest. The others began throwing bricks and stones, one of which struck

Cox in the back Cox fired his revolver, but the men knocked him down and released the prisoner. Hogan pursued one of the men into Eighth avenue, but failed to catch him. Reserves from the West Forty-seventh street station finally came, but the crap shooters had gone Later Nick Travels of 435 Eighth street, West New York, N. J., and John O'Connell of 415 West Fiftieth street were ar rested. Travels was identified by Cox as the man who had thrown the brick nich hit him, and he was charged with felonious assault. O'Connell charged with disorderly conduct. O'Connell

INVESTIGATE ANTHRAX DEATH. Authorities Seek Source of Disease

in Harlem.

Tony Gerdo, 28 years old, a brick-layer, died yesterday of anthrax at Har-lem Hospital. He went to the hospital July 6. The case will be investigated to determine if possible where the dis-Gerdo lived at 350 East 109th street.

ADVERTISEMENT.

i've Climed \$10 Off Every Suit and Overcoat.

For one week ending next Tuesday you may come and select a splendid Suit or Spring Overcoat for \$10 less than our regular prices. Every Suit and

	Suita	and C	vercoat	8, \$25
\$38	**	**	**	\$28
\$40	**	**	**	\$30
\$48	34.	88	**	SRR
\$55	64	**		\$45
\$65	2.48	**		855
\$75	86	**	**	\$65
Oper	n unti	1 6 0'0	lock eve	ery day.
CL N	WIN	CHENT	E94.5	26 6th

HOUSING SHORTAGE LAID TO LOCKWOOD

Real Estate Board Secretary Says New Rent Laws Are Too Restrictive.

State Senator Charles C. Lockwood
The police say that Haslitt walked to the side entrance of the house and tent into the cellar by way of the coal tent laws in the last Legislature, is emption up to \$40,000, it will merely be scribed as responsible for the housing chitte. He evidently heard Miss Anna Coleman, a trained nurse, on the sloor above him, for he soon climbed back the same way he entered. Miss Coleman as tasted as responsible for the housing shortage in a statement issued yeater-day by Richard O. Chittick, executive small amount.

State Senator Charles C. Lockwood of Brooklyn, whose committee fathered to grant total exemption, instead of an exemption up to \$40,000, it will merely be scribing the surface and making it easy for those who deal in large mortages who are also to extract a higher rental.

URGES LEGISLATION FOR CITY HOUSING

Islature that these rent bills would have exactly the effect they are having (increasing the housing shortage); that by including all property owners and land-lords as 'rent profiteers' and placing sweeping restrictions upon control of residential property the Legislature would be instrumental in aggravating the law, he says. These are:

To notify tensor, the first profiteers, the statement.

To notify tensor, the lasts will not profiteer and placent the law, he says. These are:

To notify tensor, the lasts will not profiteer and placent the law, he says. These are:

To notify tensor, the lasts will not profiteer as a special session of the Legislature this as special session of the Legislature this summer for the purpose of enacting legislation to relieve the housing shortage in New York city.

MAYOR CHEERED AS

15 ARE ARRESTED

MAYOR CHEERED AS

15 ARE ARRESTED

16 Governor that he had introduced in the Board of Estimate a resolution of site, 800,000,000 for the construction of dwellings on city owned real estate, but the Corporation Counsel had ruled that the city was powerless to mark upon such a venture without specific authorization by a constitu-

would be instrumental in aggravating the housing shortage," the statement says.

Air. Chittiek said the rent laws are too restrictive, and makes a new plea for exempting mortgage interest. He declares a bill exempting interest up to \$540,000 in principal failed in the last Legislature because it was limited to the comparatively small amount.

"If the Legislature, either at a special session or at the next session fails to receive by intertransfer of property.

FOR CITY HOUSING

is elected. The people in that case would

in New York city.

Mr. Curran asks particularly that the embark upon such a venture without embark upon such a constitu-

sesterday that 1,052,000 pounds of secretary of the Real Estate Board of New York. The board opposed the passage of the anti-rent profiteering laws and has championed for two years a plan to exempt mortgage interest from the income tax law.

"The Real Estate Board warned Senator Lockwood and the entire State Leg-"

"The Real Estate Board warned Senator Lockwood and the entire State Leg-"

"The Real Estate Board of the Real Estate Board of the Real Estate Board of the nortgage money upon open mortgage money upon open mortgage money upon open mortgage money upon open mortgages and mortgages coming due."

"The Real Estate Board warned Senator Lockwood and the entire State Leg-"

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"The Real Estate Board of the Real Estate Board of the Real Estate Board of the anount to be secretary of the Real Estate Board of the Real Estate Board of the Real Estate Board of the prople in that case would not be able to the upon it before November 1923. "In bias letter M. Loss pool of the prople in that case would not be able to the upon it before November 1923. "In bousing shortage is an emergency in at, according to the most conservative estimates, will be with us for at least five years, and two years delay in relief measures might work inestimable harm."

"Three cheers for our Mayor," criging the count of the prople in that case would not be able to the upon it before November 1923. "In bias letter M. Loss pool of a minder of the prople in that case would not be able to the upon it before November 1923. "In bias letter M. Loss pool of the anti-rent profiteering laws and mortgages and mortgages coming due."

"Asks for Session to Permit Municipal Building.

"The prople in that case would not be able to the prople in that case would not be able to the prople in that case would not be able to the prople in that case would not be able to the prople in the tropy in the freght were moved in the story and the prople in that case would not be able to the prople in that case would not be able to the

15 ARE ARRESTED Bows to Plaudits of Crowd at

possesses and rent such apartments to its citizens.

"If a special session of the Legislature in should act upon such an amendant twould come before the next Legislature for final consideration and could be decided at the polls not later than November, 1921," Mr. Curran explained in making public his letter yesterday.

"But if the question is not taken up uniti the next Legislature, final netion would be decided. The selected. The selected and chould consider."

Col. Foot.

Down on the beach fifteen men wen being held under arrest for being box. terous and disrobing for a swim under cover of nothing but the side of a ma

Can a man build SALES as he builds his factoryby expert planning?

AN a manufacturer say, "Here is my potential market—I can obtain a certain percentage of it—it will take so much money so many salesmen-so many months or years-so much advertising"? Can he plan on paper and carry out the campaign just as he plans on paper the building of his factory? Can he draw pictures of it and know that, at a certain time, he will have a business and a profit, just as surely as he will have a factory?

There are many manufacturers doing this. Each year they have a definite goal. Whether it be sales, distribution, consumer good-will, or overcoming a definite sales obstacle-they attain it.

These men are building their business as they build their factories-by trusting each branch of work to experts.

A production manager with experience and training assures a worthy product. A sales manager of keen perception builds an adequate sales force. An advertising agency which has the proven ability to emphasize the product's selling points at the proper time and place is selected. This agency must render service and vision. It must be able to supply this vision in a practical way and secure the fullest co-operation with

How, then, do manufacturers of this kind select their advertising agency? Let us place ourselves in the position of the manufacturer.

Choosing the Advertising Agency

Shall we take the first kind of an agency, whose sole appeal for a manufacturer's business is the cheapness with which it offers to put the advertising through?

Shall we accept the second, which will faithfully follow instructions and expect us to supply the initiative? Any broker could do the same.

Shall we do business with the third type, which says, "We are sorry, Mr. Manufacturer, but we can have nothing to do with you unless you agree to spend so much money"?

Or shall we consider the fourth agency, which says, "Frankly, we do not know whether you should advertise; and if we knew that you should we would not know when or where, nor how much you should spend. We know nothing about your individual business. We make no recommendations at this time; but if you will engage us, for a nominal sum, to investigate your sales and selling methods, your distribution, your product, your competition, and your potential market, we will then be able to come to you with an advertising plan that will bring success."

This Is the Method of Hoyt's Service -Planned Advertising

In this way no manufacturer is obliged to spend any money until he has something tangible upon which to base his decision.

The procedure is this: The manufacturer first satisfies himself that Hoyt's Service is responsible-an agency with a record for building advertising successes.

This agency is then engaged to give an opinion as to whether or not the manufacturer's business can be advertised, and, if so, how.

To answer this Hoyt's Service insists upon full information. A series of conferences are held by the principals of both organizations, in which Hoyt's Service learns of the problems to be solved-the sales obstacles to be overcome—the possible output—the methods pursued to date. Then a thorough field investigation is conducted. Every viewpoint is obtained through personal interviews with the consumer, the jobber, and the retailer; and weighed accordingly.

From this mass of information, and from its own experience in merchandising and advertising, Hoyt's Service comes to conclusions-reaches decisions—decides upon recommendations to solve this or that problem and to accomplish, by advertising, this or that purpose. When the complete plan-its specifications, its drawings, its charts, its graphic way of illustrating each point, its recommendations—is laid before the manufacturer, he has something he can put his hand on and say, "Here is something I can understand, this is not blue sky.'

What Is the Next Step?

The plane received, the advertiser is under no further obligation. He may accept or reject it, have it put into effect by another agency, or he may advise Hoyt's Service that they have secured a new client.

Hoyt's Service-PLANNED ADVERTISING-has pursued this planbuilding method for five years. Each year its clients repeat their orders for plans, and carry out the recommendations which these plans con-

Such concerns are obtaining or exceeding their sales quotas. They are prospering. Many are leaders in industries. Not one has failed to obtain the annual increase which Planned Advertising said was possible. These advertisers have gained their increases through visions which were made practical, due to their own and their advertising agency's knowledge and experience. The relationship between Hoyt's Service and its customers is one of co-operation and inter-dependency. Only by the closest contact and by frank and mutual exchange of ideas does Hoyt's Service secure these results for the advertiser. The two, working together, supplying those things which each is best suited to supply, are winning

A good way to judge an agency is by the type of concerns it serves, and what those clients have to say regarding that agency. Accordingly, we shall be pleased to send to executives, upon request, a copy of a booklet, "Putting the Advertiser On the Witness Stand," containing letters received from a few of our clients expressing, in their own words, what they consider to be the functions and worth of this organization.

We shall be glad to meet with any manufacturer or merchant to explain our methods. This may be done at any time by appointment, preferably in one of our offices, but in his office if desired. Do not hesitate to inquire; we shall not annoy inquirers by soliciting.

CE, INC.

1		CLIENTS OF HOY	r's servic	
Art Metal The name of ONE company	Jamestown, N. Y.	The A. C. Gilbert Company Gilbert Toys and Polar Cub Fan	New Haven,	
Beacon Falls Rubber Sho Top Notch Rubber Footwear	e Co., Beacon Falls, Ct.	Greist Mfg. Co. Mechanical Specialties	New Haven, Co	
Beile Mead Sweets Make Sweets That Sansty		The O. L. Hinds Company Burlington, Vt. "Breadstaner" Children's Play Clothes		
The Billings-Chapin Company Cleveland, Ohio		Hoffman Specialty Company New York City		
U. S. N. Deck Paint Joseph Burnett Company Burnett's Vanilla and Extra	Boston, Mass.	The Ives Manufacturing Corp.	Bridgeport, Ct.	
Burnett's Vanilla and Extra Churchill & Alden Co.	Brockton, Mass.	Klinker Manufacturing Co. Cleveland.		
Raluton and Trunedic Shoes Compania Nacional de Perfumeria, Havana, Cuba		Kryptok Co., Inc. Kryptok Invisible Bifocule	Boston, Mass.	
Compania Nacional de P	eriumena, riavana, Cuba	Daniel Low & Company Mail Order, Jewelry and Gifts	Salem, Mass.	
Cordley & Hayes New York City- XXth Century Water Coolers & Fibrotia Ware		Manhattan Soap Company Sweetheart Soap	New-York City	
Cutler Desk Company "They Express Success"	Buffalo, N. Y.	The Manley-Johnson Corp. Fox's Improved Spiral Putters	New York City	
Frank E. Davis Company Gloucester, Mass. Mail Order Fish "Direct from Fishing Boats to You"		Berthe May Maternity Corseis	New York City	
entinol & Pyorrhocide C		The Mechanics Bank Better Banking Service	New Haven, Ct.	
The Dry Milk Company Krystalak Milk Flakes	New York City	Mercantile Bank of the Americas, New York City		
Farnsworth, Hoyt Compa Red-line-in Shoe Lining Mo	iny Boston, Mass.	Ohio Confection Company Coccunut Dittles—Good—and Good	Cleveland, Ohio	

Penn. Tobacco Company
Honeymann Smoking Tobacco Wilkes-Barre, Pa. Phillips & Clark Stove Company Andes System One Pipe Furnace Geneva, N. Y. The Piso Company
Piso's for Coughs and Colds Warren, Pa. President Suspender Company President Suspenders for Comfort Shirley, Mass. Frank M. Prindle & Company
Viole:-The name of a Perfumer, not a perfum New York City The Printz-Biederman Company Cleveland, Ohio Russia Cement Company Le Page's Glue and Signet Ink Gloucester, Mass. Salmond, Scrimshaw & Co. Arlington, N. J. Toy Mfrs. of the U. S. A., Inc. New York City Union Thermometer Company, Inc. New York City Urbana Furniture Company Happi-Tyme Nursery Furniture Urbana, Ohio E. S. Wells Estate Jersey City, N. J. White Tar Company New York City Geo. B. Woolson & Company Woolson's Economy Expense Book New York City

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Leader-News Building, Cleveland, Ohio

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